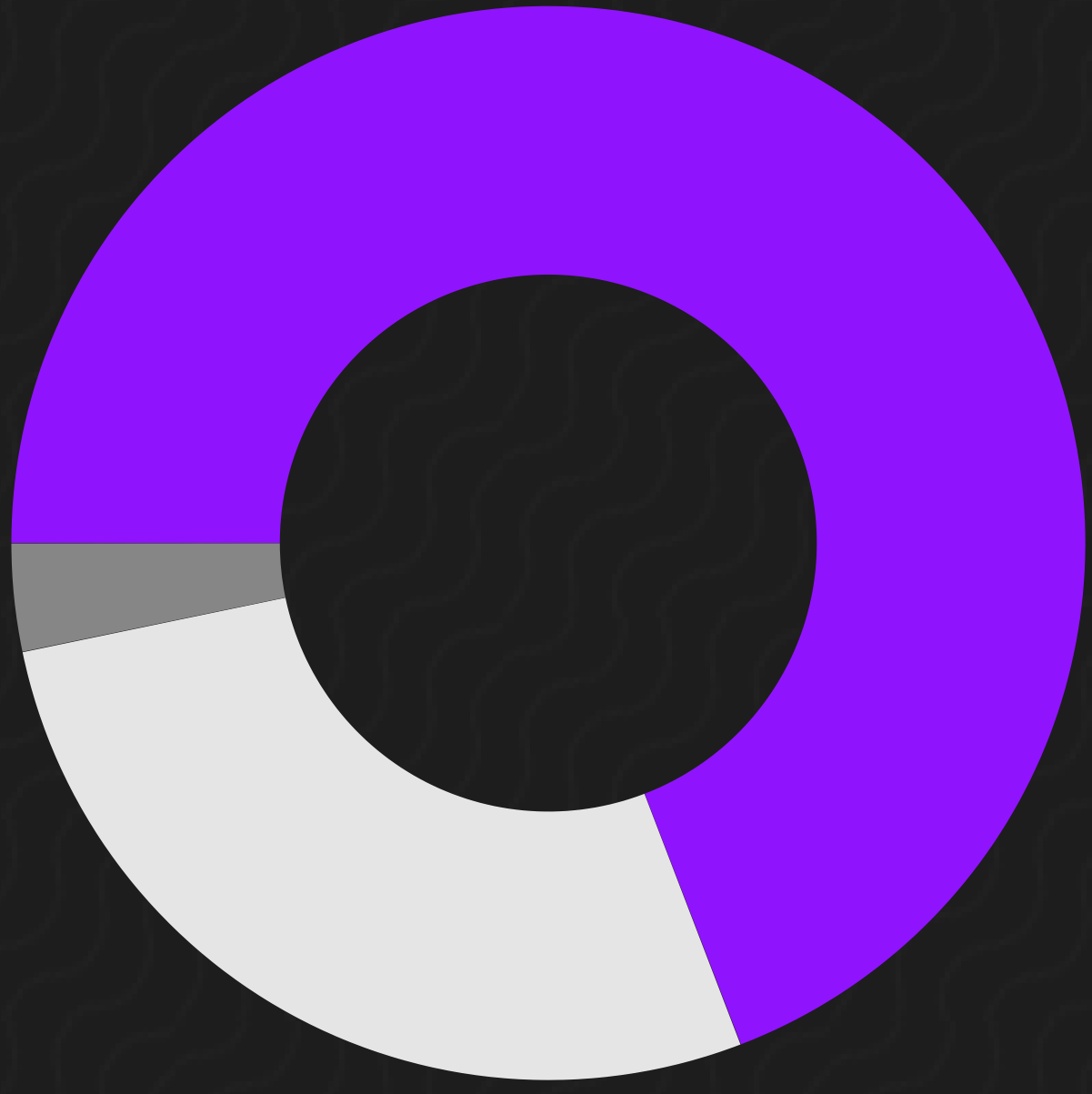
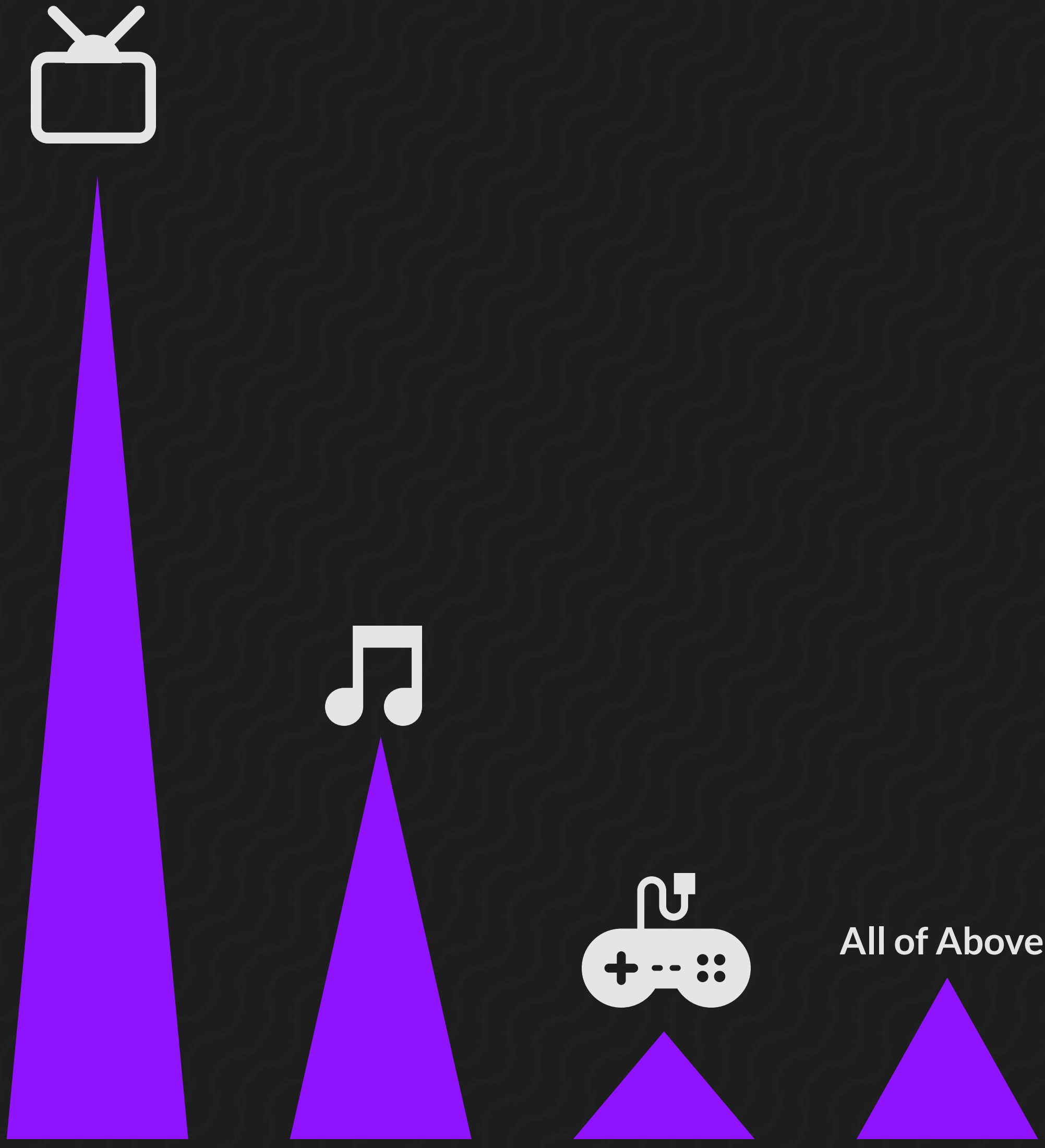


COVID-19 Quarantine Streaming Behavior

Time Spent Streaming

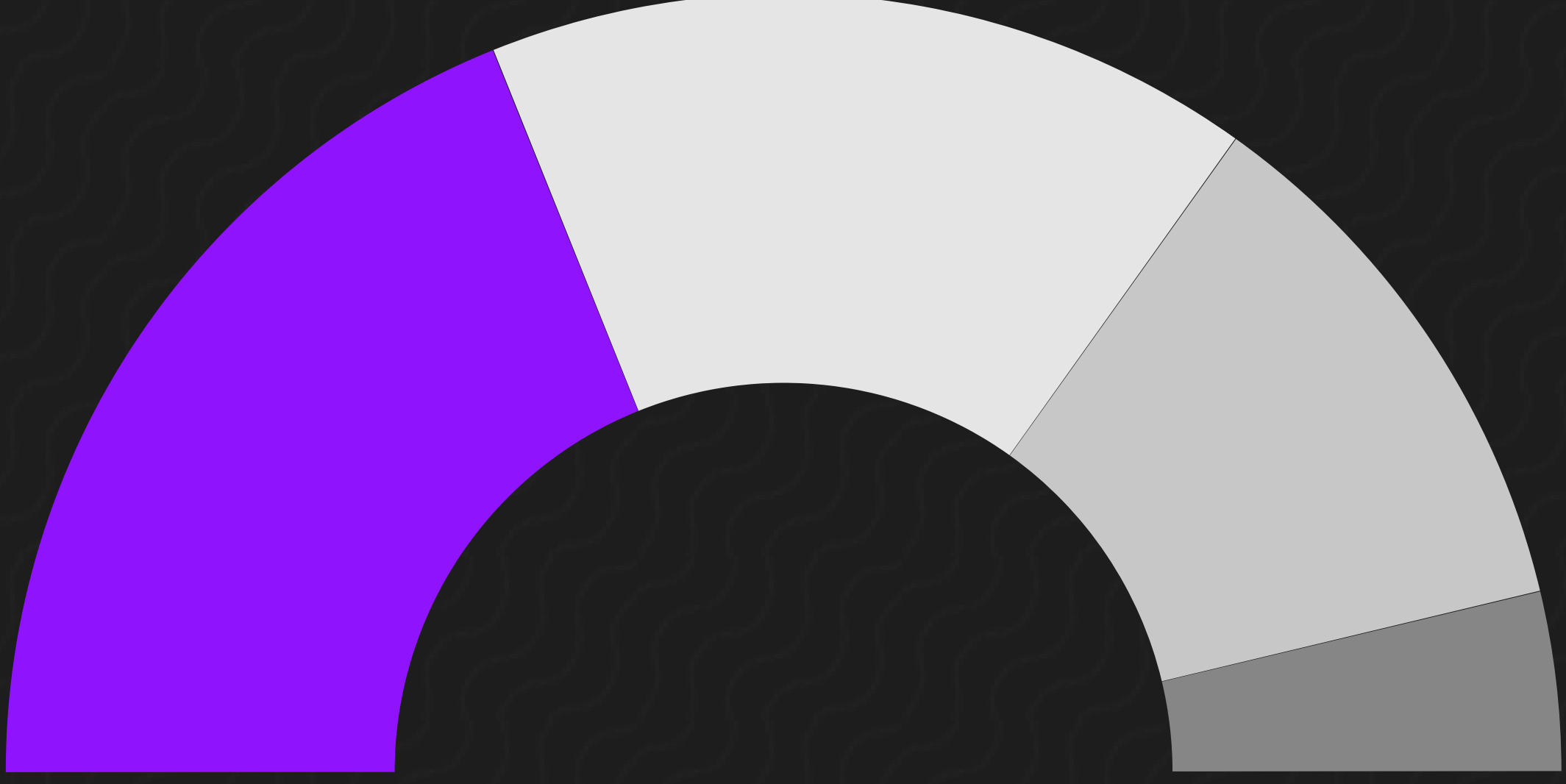


■ Increased (69.18%)
 ■ Stayed the same (27.58%)
 ■ Decreased (3.24%)



■ +1-2 hours (28.89%)
 ■ +3-4 hours (44%)
 ■ +5-7 hours (19.42%)
 ■ +8-10 hours (4.88%)
 ■ Over 10 hours (2.81%)

What Consumers Are Streaming



■ Comedy (37.83%)
 ■ News (31.93%)
 ■ Documentary (22.8%)
 ■ Other (7.45%)

70%

Are considering using free streaming services more.

Where Consumers Are Streaming



■ Netflix (28.23%)
 ■ YouTube (19.37%)
 ■ Amazon Prime (17.48%)
 ■ Hulu (14.53%)
 ■ Disney+ (9.25%)
 ■ HBO (3.87%)
 ■ Apple+ (1.5%)
 ■ CBS All Access (1.53%)
 ■ Showtime (1.38%)
 ■ STARZ (0.9%)
 ■ Crackle TV (0.77%)
 ■ BET+ (0.31%)
 ■ Other (0.87%)